

CHAPTER I

INTRODUCTION

A. Background of the Study

One of the aims of learning English as a foreign language is to be able to communicate. Communication has an important role in our life. Thus, people can cooperate with each other when they communicate just as they do in any other shared activity. Communication is usually defined as conversation, namely for sending and receiving message. In order to make communication run in harmony, the hearer should know the speaker's aim.

In daily conversation, everyday people adapt the conversation to different situation. People have different way to communicate depend on the situation and with whom they communicate. For example, people will feel close to someone who knows well because the similar in age or sex and have good relation. This condition will be different if people have conversation with elder or someone who has position. In communication, people generally concern with self-image or face to respect others.

Yule (1996) states that "politeness in an interaction can be defined as the means to show awareness of another person's face" (p. 60). Brown and Levinson's theory of politeness is claimed to be universal which has been used by many linguists to study politeness in many different languages. According to Brown and Levinson (1987), "certain kinds of acts intrinsically threaten face, namely those acts that by their nature run contrary to the face wants of

the hearer and / or of the speaker” (p.65). For example, the hearer’s positive face will damage when the speaker insulting the hearer, and also the hearer’s negative face will damage when the speaker order the hearer. It also could damage the speaker’s own positive and negative face for example, when the speaker admits that he has failed in his job and when the speaker offers help to the hearer.

The knowledge of politeness is important because politeness has an instrumental role in the social interaction. Brown and Levinson's (1987) theory places politeness as a universal face-threatening strategy. It argues that it is emotional and social sense of self that everyone has and expects everyone else to recognize. If the speaker says something that represents a threat to another individual’s expectations regarding self-image, it is described as a face threatening act.

Considering the phenomena above, the speaker should be able to produce the appropriate politeness strategy for being considered as a polite person. Furthermore, the researcher is interested to analyze the politeness strategies based on Brown and Levinson’s politeness strategies in some movies. The movie entitles “Facing the Giants”, “Dangerous Minds”, and “The Ron Clark Story”.

“Facing the Giants” is movie tells about Grant Taylor as a head coach at Shiloh Christian Academy. Eagle is the name of Grant Taylor’s team. After six year since Grant Taylor became a coach, this team has not win a competition yet. Because of this condition, the players’ fathers start making

plan to replace him with another coach. This is not the only problem Grant is facing. His car is breaking down, and he discovers that he is the reason that his wife, Brooke, cannot become pregnant. Then, Grant Taylor creates a new coaching philosophy and decides to praise God, no matter what the result. At the same time, unintentionally, he makes all of people done everything based on God's perspective. As the result, his life became better and the team can win the competition.

Other movie, "Dangerous Minds", have story about LouAnne Johnson, retired U.S. Marine, applies for a teaching job at Parkmont High School in California. She finds that her students come from underprivileged backgrounds involved in gang warfare and drug pushing, flatly refusing to engage with anything. Her students are not interest in learning and all of them have many kinds problem. LouAnne tries to become a good teacher and help them to teach English. Besides, she helps her students in solving their problem.

"The Ron Clark Story" has a simple story but fun. This movie tells about a teacher who has spirit and different method to teach his students at an elementary school in New York. The main character in this movie, Ron Clark, is an intelligent, lover, innovative, creative, and enthusiastic teacher. He use special rules for his class to make his students fun in class. In addition, he applies innovative technique in teaching and helps his students to solve their problems. Even when he is almost overcome by pneumonia, Clark continues

to work with his students through video to teach them. As the result, his students can reach great score in exam.

Those movies have a good story and the plot is about teacher and students and their activity in school and daily life. Contain of story tell about people who have different problem in their life. Those movies tells about how every character have different solution in every problem that their facing. In this movie there are many people interaction. Characters in those movies have different social level such as head master, teacher, students, parents, friends, and so on. Every character has interaction each other and that interact as the result there are many politeness strategies applied in those movies.

The characters in “Facing the Giants”, “Dangerous Minds”, and “The Ron Clark Story” have different background social status, and position. In addition, those movies have school setting in which it is a place to teach people to be polite in their social interaction. Therefore, this research tries to analyze those movies to understand more about politeness strategies. To clarify the research background, the following example will give clear understanding about it.

Brock : So, it's true?
Grant Taylor : We'll talk about it in a minute.
Huddle up!
Student 1 : Coach, is it true that Darren transferred to Tucker?
Grant Taylor : I got word this morning that Darren did transfer to Tucker.

(Taken from “Facing the Giants”)

The example above shows that Grant Taylor as speaker uses bald on record strategy 2 namely strategy using attention getter. In this case, Grant

Taylor is a coach of football and he wants talk with the team about. So, Grant Taylor gives command to the team to huddle up. He asks the team with strong power because he has high status than the team's member. Grant Taylor gives command to his team and he not tries to safe hearer's face. At the time, the condition is more important than the hearers' condition.

So far, politeness strategies have been studied in movie and novel based on the differences of problem's scope, for instance, The Analysis of Politeness Strategies in Delivering Command Operating in the Story of "Five on A Treasure Island by Enid Blyton by Sulistyaningrum (2015), A Study of Strategies in Giving Commands Applies by Prospero as the Main Character in the Tempest Drama by William Shakespeare by Zulaikah (2014), A Pragmatic Analysis of Command Utterances in the Subtitle of Action Movies by Widyaningsih (2013), Politeness in Command used in Tintin Comic Manuscript by Parbaningrum (2013), An Analysis of Indirect Commands in a Film Entitled "The Ghost Writer" (Pragmatics Approach) by Saputra (2013), Politeness Strategies Used by George Milton in John Steinbeck's of Mice and Man by Murliati (2013), Politeness Strategies in Request and Command Used by Aung San Suu Kyi to Rule Burmese in Movie "The Lady" by Yulianti (2012), The Analysis of Command in the Novel "The Red Phon" by John Steinbeck by Diantisari (2010), Politeness Strategies of Directive Utterance in the Film of *Total Recall* and Its Subtitle by Prastiwi (2014), and Analysis of Politeness Strategies Used in Lt. Waters' Directive Utterances in the Film "Tears of the Sun" by Fuad (2015).

For the previous studies, most of them have conducted research about politeness strategies of command in movie or novel. In this research, the researcher try to conduct the research about politeness strategies in three (3) movies, they are Facing the Giants”, “Dangerous Minds”, and “The Ron Clark Story”.

In order to understand more about politeness strategies and what factors influence the character to use those politeness strategies, the researcher intents to conduct a research entitle **An Analysis of Politeness Strategies in Command Used by Main Characters in Movies Entitled “Facing the Giants”, “Dangerous Minds”, and “The Ron Clark Story”**.

B. Scope of The Study

Since there are so many expression used in those movies by each character, the research only focuses command expression. This research focuses on the use of politeness strategies in command used by main characters in movies entitle “Facing the Giants”, “Dangerous Minds”, and “The Ron Clark Story”. The data were analyzed using Penelope Brown and Stephen C. Levinson’s Politeness theory (1987).

C. Problem Statement

The research proposes the problems as follows:

1. What types of sentence in commands are used by main characters in movies entitled “Facing the Giants”, “Dangerous Minds”, and “The Ron Clark Story”?
2. What kinds of politeness strategies in command used by main characters in movies entitled “Facing the Giants”, “Dangerous Minds”, and “The Ron Clark Story”?
3. What social and cultural factors are influences the main characters in choosing those politeness strategies based on Brown and Levinson theory?

D. Objectives of the Study

Generally, the objects of the research are:

1. To identify the types of sentence in command that used by main characters in movies entitled “Facing the Giants”, “Dangerous Minds”, and “The Ron Clark Story”
2. To describe the kinds of politeness strategies in command used by main characters in movies entitled “Facing the Giants”, “Dangerous Minds”, and “The Ron Clark Story” based on Brown and Levinson’s politeness strategies.
3. To explain the social and cultural factors that influencing the main characters in choosing those politeness strategies based on Brown and Levinson theory.

E. Benefits of the Study

The benefit of the research is divided into theoretical and practical, as follows:

1. Theoretical Benefit

This research will give contribution in pragmatics study especially on politeness research.

2. Practical Benefit

a) For the learners

1) It helps learners to understand about politeness strategies that actually they face every day based on real example.

2) It helps learners understanding to apply these strategies appropriately in order to make their conversation run in harmony.

b) For teacher or lecturers

The implementation of politeness by learners could be an additional knowledge for teachers or lectures in teaching pragmatics, especially in Brown and Levinson politeness theory.

c) For other researcher

The result can be a reference in other researchers of politeness strategies.